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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

18334 U.S. PTO
032204

Attorney Docket No. MSFT122249

TRANSMITTAL LETTER

Seattle, Washington 98101

March 22, 2004

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith for filing by Express Mail is the complete patent application of **Christopher D. Payne** of Seattle, Washington; **Eric B. Watson** of Redmond, Washington; **Sally K. Salas** of Issaquah, Washington; and **Sreeram Krishnan** of Redmond, Washington, entitled **SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT LISTINGS**, executed on March 22, 2004. This application claims the benefit of U.S. Provisional Application No. 60/535,353, filed January 9, 2004.

1. An application for patent consisting of 29 pages of specification, including the claims and Abstract of the Disclosure, and 11 sheet of drawings is attached.
2. A Declaration and Power of Attorney is attached.
3. An Assignment of the invention to **Microsoft Corporation** is enclosed, together with a Recordation Cover Sheet in accordance with 37 C.F.R. § 3.31 and our check including the amount of \$40.00 to cover the recordation fee. Please record this Assignment in accordance with 37 C.F.R. § 3.11.

COMPUTATION OF FEE

	Number Filed		Number Extra		Rate		
Basic Fee						770	
Total Claims	46 - 20	=	26	x	18	=	468
Independent Claims	4 - 3	=	1	x	86	=	86
Assignment Recordation				+	40		40
		TOTAL					1364

4. Our Check No. 154441 in the amount of \$1,364.00 to cover the total fee as computed above is enclosed.

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS, PLLC
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100

5. The Commissioner is hereby authorized to charge any fees under 37 C.F.R. §§ 1.16, 1.17 and 1.18 which may be required during the entire pendency of the application, or credit any overpayment, to Deposit Account No. 03-1740. This authorization also hereby includes a request for any extensions of time of the appropriate length required upon the filing of any reply during the entire prosecution of this application. A copy of this transmittal letter is enclosed.
6. A filing date in accordance with 37 C.F.R. § 1.10 is requested. The Express Mail Certificate appears below.

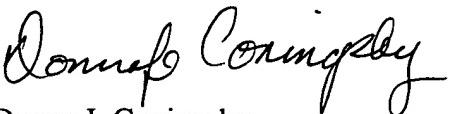
Please address all further correspondence to:

Customer No. 26389

CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLLC}
1420 Fifth Avenue, Suite 2800
Seattle, WA 98101

Respectfully submitted,

CHRISTENSEN O'CONNOR
JOHNSON KINDNESS^{PLLC}



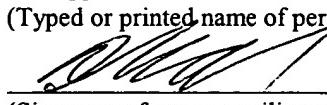
Donna J. Coningsby
Registration No. 41,684
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EXPRESS MAIL CERTIFICATE

Express Mail No.: EL 974 021 824 US
Date of Deposit: March 22, 2004

I hereby certify that this document and the enclosures listed therein are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Gregg Peria-Hansen
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LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLLC}
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100